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AUTHOR Petry, John E.; Ball, Anna Kathryn
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ABSTRACT

In February 1980, personnel from WKNO-TV and the College of Education at Memphis State University conducted a study to determine the usage and effectiveness of the 1979-80 in-school programming and future needs for instructional television services provided by the Memphis Community Television Foundation and broadcast through WKNO-TV, Memphis, and the facilities of WLJT-TV, Lexington, Tennessee. Four surveys were utilized to collect data: (1) Teacher Evaluation of ITV, (2) Needs Assessment Survey, (3) Principals' Survey for ITV, and (4) ITV Coordinator Survey of Usage of Instructional Television Programs. Detailed analyses of the data for each survey are provided, as well as a summary of the major findings, including teacher ratings of series currently broadcast for ITV, areas where programming or support services are needed, and the level of ITV use in the schools. Copies of the four questionnaires are appended. (LLS)

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ITV ANNUAL EVALUATION REPORT

WKNO-TV and WLJT-TV,

1979-80

John R. Petry, Research Associate
Bureau of Educational Research and Services
Memphis State University

and

Anna Kathryn Ball, Director of Instruction,
WKNO-TV

IR009609

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ACKNOWLEDGEMENTS

The major goal of instructional television in the Mid-South is to provide quality programming and support services that complement the instructional objectives of the school system it serves.

Without the dedicated support of the educational community, this goal would be impossible to achieve. To these professionals, who are helping us reach that goal, WKNO-TV wishes to express its appreciation for an especially exciting year in ITV.

ITV Coordinators and Principals at each school have assumed responsibility for distributing instructional television programming information and ancillary materials to their faculties. They also have played a very important role in coordinating the annual survey on the usage and effectiveness of the 1979-80 in-school programming and future needs of instructional television services provided by the Memphis Community Television Foundation through the broadcast facilities of WKNO-TV, Memphis, and WLJT-TV, Lexington, Tennessee.

Teachers, whose effective utlization of the ITV programs is essential to their success, are to be commended for their efforts in allowing ITV to become a member of their teaching team and using instructional television as a major instructional tool. The input of these teachers, through the annual survey, is invaluable in evaluating existing programming and ascertaining needs.

Reacting to the results of the 1978-79 annual survey, WKNO added three new ITV programs to the instructional television schedule this year: a language arts series on sentence-building skills for grades 3-4+, called THE WRITE CHANNEL; a social studies series on map and globe skills for grades 4-6+, called FINDING OUR WAY; and a new social studies series for grades 1 and 2, FOLLOW ME, produced by WKNO-TV.

Also reacting to the results of the 1978-79 survey were many Instructional Consultants and School Administrators. A need had been expressed by teachers for in-service workshops on the effective use of ITV. Several consultants and school administrators took the initiative in contacting WKNO's ITV Coordinator and setting up workshops in the fall of 1979.

Twelve workshops were provided in September and October of 1979, reaching approximately 800 teachers in the Memphis City Schools, Shelby County Schools, and the Catholic Diocese of Memphis.

In addition to the workshops, an orientation/awareness/information booth was set up at the W.T.E.A. meeting in October of 1979. Hundreds of West Tennessee teachers and other educators aired their grievances, expressed their appreciation, and received information regarding ITV programming.

Appreciation must also go to Hamilton High School's principal, Mr. Oliver J. Johnson, and Mrs. Hazel Sims, P.E. teacher, and to Frayser High School's principal, Mr. Robert L. Roby, and Mr. James F. Boone, psychology teacher, for coordinating the field-testing of a new ITV health series for secondary schools, which is planned as an addition to the 1980-81 ITV schedule.

The 1978-79 WKNO Science 4 Curriculum Development Committee, composed of teachers and consultants in the Memphis City Schools and Shelby County Schools, has served double duty this year. They have acted as a screening committee for new ITV programming for the 1980-81 school year.

A WKNO Advisory Committee, composed of community leaders, was established this year. Serving on the Education subcommittee are:

Dr. William E. Rosenberg, Professor and Chairman of the Division of Dermatology at UTCHS; Mr. A. K. McCalla, Shelby County farmer; and Ms. Carole Hooper, elementary teacher at the Hutchinson School. Their study of the existing educational services of WKNO and their recommendations provide valuable and objective input into the ITV services.

Memphis City Schools has demonstrated its commitment to ITV by providing to WKNO the services of two or its teachers - one to coordinate the total ITV service and one to serve as an ITV production specialist.

Financial support has come primarily from the State Department of Education, Memphis City Schools, and Shelby County; additional support has come from participating public and private schools in West Tennessee and nearby states. This support has assisted WKNO in improving the quality and variety of its ITV programming.

Special thanks go to Dr. John R. Petry and his graduate assistant, Ms. Gloria Kitabchi, and the rest of the staff in the Bureau of Educational Research and Services at Memphis State University, for their assistance in the development of the 1979-80 survey and the compilation and analysis of the results of that survey. The following pages of this ITV Annual Report represent the work of these outstanding people.

Instructional television can be effective only with the cooperation and support of such people whose contributions are herein acknowledged. ITV is potential energy - a tool-waiting to be used for quality education.

Anna Cathryn Ball
ITV Coordinator, WKNO-TV

Introduction

Personnel from WKNO-TV and the Bureau of Educational Research and Services of the College of Education of Memphis State University conducted a study of instructional television (ITV) during February, 1980. The study was designed to survey the usage and effectiveness of the 1979-80 in-school programming and future needs of instructional television services provided by the Memphis Community Television Foundation and broadcast through WKNO-TV, Memphis, and the facilities of WLJT-TV, Lexington, Tennessee.

Procedures

Four surveys were utilized to collect data: (1) Teacher Evaluation of Instructional Television (ITV), 1979-80, WKNO/WLJT-TV; (2) Needs Assessment Survey, WKNO/WLJT-TV, 1979-80; (3) Principals Survey for Instructional Television (ITV), WKNO/WLJT-TV, 1979-80; and (4) ITV Coordinator Survey of Usage of WKNO/WLJT-TV, 1979-80 Instructional Television Programs. Copies of the instruments appear in the Appendix.

The surveys were sent to teachers, principals, ITV coordinators, media librarians, and administrators and supervisors in the Memphis City Schools system, the Shelby County Schools system, West Tennessee school systems, private schools, and out-of-state school systems. Recipients also received a letter requesting their cooperation and stating the purposes of the survey. Those not responding to the survey by a specified date were sent a follow-up letter. (See the Appendix.)

The number of persons surveyed totaled 2,508. A stratified, random sampling procedure was employed, and percentages were used as a basis to ensure that cells had a minimum of 30 persons to be surveyed. A 100

percent sampling was employed when populations were small. Some variation of these techniques was used when conditions dictated another method.

Data Analysis

Table 1 depicts the number and percentage of respondents to the survey instruments by type of school system. The Needs Assessment Survey had the largest number of respondents (N=248), followed by the Teacher Evaluation of Instructional Television (N=227), the Principals Survey for Instructional Survey (N=170), and the ITV Coordinator Survey (N=164). The total number of respondents was 809. The Principals Survey had the largest percentage of respondents (38.81), followed by the ITV Coordinator Survey (32.26), the Needs Assessment Survey (30.24), and the Teacher Evaluation (27.96). The overall percentage was 32.26, based on 809 respondents of 2,508 persons sampled.

The Memphis City Schools had the largest number of respondents (N=485, or 50.46 percent of its sample), followed by Shelby County Schools (N=191, or 34.23 percent of its sample), West Tennessee schools (N=99, or 15.28 percent of their sample), private schools (N=24, or 9.49 percent of their sample), and out-of-state schools (N=10, or 11.36 percent of their sample). Memphis City Schools also ranked first in the percentage of total participants, followed by the Shelby County Schools, the West Tennessee schools, the private schools, and the out-of-state schools.

Teacher Evaluation of Instructional Television

Table 2 depicts the number and percentage of teachers responding to the series evaluation and study guide evaluation of instructional television programs by grade level and type of school system. Of the total

Table 1

NUMBER AND PERCENTAGE OF RESPONDENTS (N=809) TO SURVEY INSTRUMENTS BY TYPE OF SCHOOL SYSTEM

	Type of Instrument									
	Teacher Evaluation		Needs Assessment Survey		Principals Survey		ITV Coordinator Usage Survey		Cumulative Totals	
School System	Sent Out	Returned	Sent Out	Returned	Sent Out	Returned	Sent Out	Returned	Sent Out	Returned
Memphis City Schools	287	130	378	154	148	101	148	100	961	485
% Returned	(45.30)		(40.74)		(68.24)		(67.57)		(50.46)	
Shelby County Schools	270	80	236	76	26	18	26	17	558	191
% Returned	(29.62)		(32.20)		(69.23)		(65.38)		(34.23)	
West Tennessee Schools	80	2	116	14	226	42	226	41	648	99
% Returned	(2.5)		(12.07)		(18.58)		(18.14)		(15.28)	
Private Schools	125	13	82	4	23	4	23	3	253	24
% Returned	(10.40)		(4.87)		(17.39)		(13.04)		(9.49)	
Out-of-State Schools	50	2	8	0	15	5	15	3	88	10
% Returned	(4.00)		(0.00)		(33.33)		(20.00)		(11.36)	
Total	812	227	820	248	438	170	438	164	2508	809
Percent	(27.96)		(30.24)		(38.81)		(37.44)		(32.26)	

Table 2

TEACHER EVALUATION OF ITV

Number and Percentage of Teachers (N=227) Responding to the Series Evaluation and Study Guide Evaluation of Instructional Television Programs by Grade Level and Type of School System

	Memphis City Schools				Shelby County Schools				West Tennessee Schools				Private Schools				Out-of-State Schools			
Staff	Pop.	Sam.	N	%	Pop.	Sam.	N	%	Pop.	Sam.	N	%	Pop.	Sam.	N	%	Pop.	Sam.	N	%
K	306	31	22	71	80	30	12	40	9	9	1	11	14	14	0	0	4	4	0	0
1	361	36	22	61	82	30	5	20	9	9	0	0	16	16	3	18	8	8	0	0
2	345	34	18	53	85	30	8	27	9	9	0	0	18	18	4	22	8	8	0	0
3	360	36	18	50	90	30	19	63	10	10	0	0	23	23	4	13	8	8	1	12
4	304	30	15	50	80	30	8	33	12	12	1	11	15	15	1	7	8	8	1	12
5	291	30	12	40	79	30	12	40	9	9	0	0	17	17	0	0	8	8	0	0
6	274	30	17	46	78	30	6	20	8	8	0	0	15	15	1	7	6	6	0	0
7	302	30	3	10	80	30	6	20	7	7	0	0	1	1	0	0	0	0	0	0
8	315	30	3	10	82	30	4	13	7	7	0	0	1	1	0	0	0	0	0	0
Total	2,858	287			736	270			80	80			125	126		100	50	50		
Response			130				80				2				13				2	
Percent of Sample				45				30				2.5				10				4

Population = 3,849, Sample = 813, Response = 227, Percent = 27.92

number of teachers in grade levels K-8 (N=3, 849) in the five types of school systems, 813 were sampled, and 227 responded to the Teacher Evaluation of ITV instrument. Responses ranged from 45 percent for the Memphis City Schools to 4 percent for the out-of-state schools.

Memphis City Schools had the largest number of respondents (N=130); the out-of-state schools, the lowest (N=2). The third-grade teachers (N=42) constituted the largest number of respondents, followed by teachers from kindergartens (N=35), the first and second grades (N=30 each), the fourth grade (N=26), the fifth and sixth grades (N=24 each), the seventh grade (N=9), and the eighth grade (N=7). The largest number of respondents totaled 22 each from both kindergartens and first grades of the Memphis City Schools.

Series Evaluation

Table 3 shows the number and percentage of teachers expressing either a favorable or unfavorable opinion about each series and the study guide for each series. The 227 teachers from the five types of schools evaluated each series on either a Retain/Meets Needs, Drop/Does Not Meet Needs, or Conditional/Good But Can't Use basis. For data-reporting purposes, the first and last categories were combined because the latter was considered to be a form of retention. Data revealed that, of the 792 decisions made about retention, 757 (or 95.28 percent) were favorable; only 35, or 4.72 percent, were not favorable.

Of the ten most highly ranked series, SESAME STREET rated number one (N=55), followed by ELECTRIC COMPANY (N=45), OUR END OF THE ATTIC (N=44), SCIENCE CORNER (N=44), HOT STUFF (N=39), RIPPLES (N=38), FOLLOW ME (N=34), BACKYARD SCIENCE (N=31), WONDERING WITH SCIENCE (N=28), and WISE WRITE'S

Table 3

TEACHER EVALUATION OF ITV

Number and Percentage of Teachers (N=227) Evaluating ITV Series and Study Guide by Series

			Series Evaluation					Study Guide Evaluation				
			Retain		Drop			Helpful		Not Helpful		
Subject	Level	Series	N	%	N	%	Total*	N	%	N	%	Total*
AFFECTIVE LEARNING	K-1	Ripples	38	97	1	3	39	19	83	4	17	23
	1-2	Our End of The Attic	44	92	4	8	48	22	85	4	15	26
	4-5	Inside/Outside	19	100	0	0	19	12	92	1	8	13
	6-8	Self, Inc.	8	100	0	0	8	7	100	0	0	7
ART	3-4	Collage	11	92	1	8	12	4	8	1	92	5
	5	Impressions	3	75	1	25	4	2	100	0	0	2
	6	Images & Things	3	100	0	0	3	1	100	0	0	1
CAREER AWARENESS	5-6	Bread And Butterflies	6	86	1	14	7	6	100	0	0	6
CREATIVE WRITING	4-6	Zebra Wings	9	100	0	0	9	9	100	0	0	9
ECONOMICS	5-7	Trade-Offs	4	100	0	0	6	3	100	0	0	3
HAND-WRITING	1	Manuscript Writing	11	79	3	21	14	9	9	1	91	10
	3	Ready To Write/ Writing Right	10	91	1	9	11	5	63	3	37	8
	3-4	Wise Write's Workshop	28	97	1	3	29	19	95	1	5	20
	5-6	Cursive Writing	5	83	1	17	6	0	0	0	0	0
INTERDISCI-PLINARY	Pre-K	Sesame Street	55	100	0	0	55	14	93	1	7	15
		Hot Stuff	39	93	3	7	42	16	89	2	11	18
LANGUAGE ARTS	3	The Magic Shop	10	100	0	0	10	3	100	0	0	3
	3-4+	The Write Channel	12	100	0	0	12	8	100	0	0	8
LITERATURE	1-2	Magic Pages	17	100	0	0	17	8	100	0	0	8
	4-8+	Once Upon A Classic	22	100	0	0	22	9	100	0	0	9
MATH	1	Numbers Roundup	13	100	0	0	13	5	100	0	0	5
	2	Rainbow Of Fun	12	100	0	0	12	3	100	0	0	3
	5-8	Measure-Metric	13	100	0	0	13	9	100	0	0	9
MUSIC	1	The Playground I	18	95	1	5	19	7	88	1	12	8
	2	The Playground II	5	84	1	16	6	1	100	0	0	1
	3	Funplace III	13	87	2	13	15	5	100	0	0	5
	4	Funplace IV	3	100	0	0	3	1	100	0	0	1
	4-6	Music...Is	8	100	0	0	8	3	100	0	0	3
	5-6	Opening	5	100	0	0	5	2	100	0	0	2

Table 3 (continued)

TEACHER EVALUATION OF ITV

Number and Percentage of Teachers (N=227) Evaluating ITV Series and Study Guide by Series

			Series Evaluation					Study Guide Evaluation				
			Retain		Drop			Helpful		Not Helpful		
Subject	Level	Series	N	%	N	%	Total*	N	%	N	%	Total*
READING	1-2	Letter People	26	93	2	7	28	13	87	2	13	15
	2-4	The Electric Company	45	98	1	2	46	13	87	2	13	15
SCIENCE	1-6	Things & Stuff	7	100	0	0	7	6	100	0	0	6
	1-2	Backyard Science	31	94	2	6	33	16	94	1	6	17
	3	The Science Corner	44	98	1	2	45	41	100	0	0	41
	4	Wondering With Science	28	93	2	7	30	21	95	1	5	22
	5	Ecologs, Inc.	13	100	0	0	13	11	92	1	8	12
	6	S.B.I.	16	94	1	6	17	14	100	0	0	14
	7	Life Science	1	100	0	0	1	1	100	0	0	1
SOCIAL STUDIES	1-2	Follow Me	34	88	4	11	38	9	100	0	0	9
	3-4	Look Around	24	96	1	4	25	9	82	2	18	11
	5-6	Look Around	6	100	0	0	6	4	100	0	0	4
	4-6+	Finding Our Way	15	100	0	0	15	7	100	0	0	7
	5-7	Tennessee Story	12	100	0	0	12	8	100	0	0	8
SPECIAL EDUCATION	K-6	Rainbow's End	9	100	0	0	9	2	67	1	33	3
		Total	757	95	35	5	792	387	93	29	7	416

* All 100 percent of total

WORKSHOP (N=28). Each of the 44 series received at least one vote for retention, the average number being 17.21. There was a 100 percent favorable response to 23 of the 44 series.

Study Guide Evaluation

The 227 teachers from the five types of schools evaluated each study guide on either a Helpful or Not Helpful basis. Data were also gathered about whether or not a study guide had been received by the respondent, but they are not reported in this document. Data revealed that, of the 416 decisions made about the helpfulness of a study guide, 387, or 93.03 percent, were positive; only 29, or 6.97 percent were negative, or Not Helpful.

Of the ten most highly ranked series, SCIENCE CORNER received the most favorable responses (N=41), followed by OUR END OF THE ATTIC (N=22), WONDERING WITH SCIENCE (N=21), RIPPLES (N=19), WISE WRITE'S WORKSHOP (N=19), HOT STUFF (N=16), BACKYARD SCIENCE (N=16), S.B.I. (N=14), SESAME STREET (N=14), and (tied for tenth place) ELECTRIC COMPANY (N=13) and LETTER PEOPLE (N=13). Only one series received no ratings at all. There was a 100 percent favorable response to 26 of the 44 study guides. The average number of persons rating a series as Helpful was 8.79.

Needs Assessment Survey

Table 4 shows the number and percentage of respondents to the Needs Assessment Survey by grade level and type of school system. The instrument was administered to teachers in grade levels K-8, special education teachers, media librarians in grades 7 and 8, principals, and administrators and supervisors. Of a total population of 4,671, 820 persons were chosen for the sample. Of this number, 248, a percentage of 30.24,

Table 4

NEEDS ASSESSMENT

Number and Percentage of Respondents (N=248) to the Needs Assessment Survey by Grade Level and Type of School System

Staff	Memphis City Schools				Shelby County Schools				West Tennessee Schools				Private Schools				Out-of-State Schools			
	Pop.	Sam.	N	%	Pop.	Sam.	N	%	Pop.	Sam.	N	%	Pop.	Sam.	N	%	Pop.	Sam.	N	%
K	306	31	18	58	80	23	8	35	9	9	0	0	14	8	1	12	4	1	0	0
1	361	36	15	42	82	23	6	26	9	9	0	0	16	10	0	0	8	1	0	0
2	345	34	14	41	85	23	7	26	9	9	0	0	18	11	2	18	8	1	0	0
3	360	36	19	53	90	23	8	35	10	10	0	0	23	12	0	0	8	1	0	0
4	304	30	14	47	80	22	7	32	12	12	1	8	15	9	0	0	8	1	0	0
5	291	30	11	37	79	22	6	27	9	9	1	11	17	9	1	11	8	1	0	0
6	274	30	16	53	78	21	7	33	8	8	0	0	15	8	0	0	6	1	0	0
7	302	10	1	10	80	16	4	25	7	7	0	0	1	1	0	0	0	0	0	0
8	315	10	3	33	82	16	4	25	7	7	1	14	1	1	0	0	0	0	0	0
Spec. Ed.	304	30	6	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Media Lib.	30	20	3	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prin-cipals	148	36	14	39	27	27	9	33	16	16	2	12	13	13	0	0	0	0	0	0
Adm./ Supv.	116	45	20	44	20	20	10	50	102	20	9	45	0	0	0	0	1	1	0	0
Total	3,456	378			783	236			198	116			133	82			51	8		
Response			154				76				14				4				0	
Percent of Sample				41				32				12				5				0

Population = 4,671, Sample = 820, Response = 248, Percent = 30.24

30.24, returned the instrument. The largest response came from the Memphis City Schools (N=154), followed by the Shelby County Schools (N=76), the West Tennessee schools (N=14), the private schools (N=5), and the out-of-state schools (N=0). The percentage of sample response also followed the same order: Memphis City Schools (41 percent), Shelby County Schools (32 percent), West Tennessee schools (12 percent), private schools (5 percent), and out-of-state schools (0 percent).

The largest number of respondents were administrators/supervisors (N=39), followed by kindergarten and third grade teachers (N=27 each), principals (N=25), second- and sixth-grade teachers (N=23), fourth-grade teachers (N=22), first-grade teachers (N=21), fifth-grade teachers (N=19), eighth-grade teachers (N=8), special education teachers (N=6), seventh-grade teachers (N=5), and media librarians (N=3).

The total frequencies recorded on the ranked items on the Needs Assessment Survey will not be identical with the number of respondents. Each category ranked represents only the number of responses to that item. Respondents to the Needs Assessment Survey did not consistently rank order the choices within each category. Therefore, there will be inconsistencies between the total frequency of number of responses made on a particular item and the number possible if all respondents had ranked each topic within each category.

Needs for New ITV Programming

Table 5 depicts the ranking by respondents (N=248) of needed new ITV programming by subject area within a basic skills category, a general enrichment category, and a mini-series category. The first category had seven priority ranking places; the second category, 10; and the third

Table 5

NEEDS ASSESSMENT - NEW ITV PROGRAMMING

Ranking by Respondents (N=248) of ITV Subjects Within the Basic Skills Series, the General Enrichment Series, and the Mini-Series

Subject	1	2	3	4	5	6	7	8	9	10	Total	Rank
Basic Skills Series												
Grammar	25	27	48	26	16	6	3	0	0	0	151	4
Math	20	37	58	36	23	5	0	0	0	0	179	1
Reading	68	43	22	15	8	3	0	0	0	0	159	3
Reasoning	43	40	21	47	9	6	2	0	0	0	168	2
Social Studies	26	17	14	15	48	25	1	0	0	0	146	5
Spelling	5	8	9	9	28	72	3	0	0	0	134	6
Other	3	3	1	6	2	8	28	0	0	0	51	7
Total	190	175	173	154	134	125	37	0	0	0	988	
General Enrichment Series												
Art	19	17	24	19	15	23	17	13	2	1	150	1
Guidance	15	18	17	19	9	14	15	21	9	1	138	7
Health	18	23	22	23	21	11	19	9	1	0	147	2
Language Arts	35	29	22	14	13	10	11	7	0	0	141	5
Music	16	18	15	20	21	15	14	14	10	0	143	4
Reading	40	28	21	7	7	12	11	8	5	0	139	6
Safety	19	14	14	15	21	23	16	9	6	1	138	7
Social Studies	18	14	28	16	18	9	16	16	9	1	145	3
Special Education	1	4	3	5	3	5	3	21	41	1	87	9
Other	1	2	0	1	0	1	0	2	5	6	18	10
Total	182	167	166	139	128	123	122	120	88	11	1246	
Mini-Series												
Astronomy	60	39	24	17	3	0	0	0	0	0	143	1
Archaeology	27	34	34	37	5	0	0	0	0	0	137	3
Aerospace	28	37	42	24	4	0	0	0	0	0	135	4
Life of River	28	28	33	45	3	0	0	0	0	0	137	2
Other	9	5	2	2	20	1	0	0	0	0	39	5
Total	152	143	135	125	35	1	0	0	0	0	591	

category, five. In no instance did all respondents (N=248) rank each possible subject area.

Basic Skills Series. The respondents (N=248) ranked six subjects and one miscellaneous category on a one-to-seven basis to establish an order of preference. Not all rankings received an equal number of considerations, first place receiving the most (N=190); seventh, the least (N=37). Although reading received the most first- and second-place rankings, mathematics was ranked the first overall choice (N=179), followed by reasoning (N=168), reading (N=159), grammar (N=151), social studies (N=146), spelling (N=134), and other (N=51).

General Enrichment Series. Respondents (N=248) ranked nine subjects and one miscellaneous category in the General Enrichment Series on a one-to-ten basis to indicate priority choices. The first place ranking received 182 considerations; the tenth place, 11. Although reading had more combined first and second rankings (N=68), art was ranked the first overall choice (N=150), followed by health (N=147), social studies (N=145), music (N=143), language arts (N=141), reading (N=139), safety and guidance (N=138), special education (N=87), and other (N=11).

Mini-Series. The respondents (N=248) ranked four mini-series subjects and one inclusive category, "Other," on a one-to-five basis. The first place received 152 considerations; the fifth place, 35. Astronomy was the subject receiving the most support (N=143), followed by archaeology and "Life of A River" (N=137 each), aerospace (N=135), and other (N=39).

Needs for Staff Development Programming

Table 6 depicts the number and percentage of respondents (N=248) indicating needs for staff development programming by type of reception

Table 6

NEEDS ASSESSMENT - STAFF DEVELOPMENT PROGRAMMING

Number and Percentage of Respondents (N=248) Indicating Needs for Staff Development Programming by Type of Reception Preferred, Interest in College Credit, and Priority Ranking of Needs

Need	Type of Reception: Broadcast N	Broadcast %	Non-Broadcast N	Non-Broadcast %	Total*	College Credit	Priority Ranking of Needs: 1	2	3	Total
Improving Instruction - A Team Approach	75	54	63	46	138	42	18	19	30	67
Effective Use of ITV	82	58	60	42	142	13	9	9	7	25
The Textbook Adoption Process	72	53	64	47	136	12	5	3	5	13
Teaching Reading in the Content Areas	85	63	51	37	136	52	25	40	18	83
Effective Teaching Techniques in (Topic:)	78	67	39	33	117	47	20	23	25	68
Special Education (Topic:)	65	66	34	34	99	25	7	17	4	28
Positive Classroom Management	85	57	65	43	150	41	53	13	23	89
Applied Grammar	100	78	29	22	129	24	4	7	14	25
Other (Topic:)	15	100	0	0	15	8	0	1	1	2

* Each total equals 100 percent

preferred, interest in college credit, and priority ranking of needs. Respondents could indicate more than one choice for both broadcasting or non-broadcasting reception and for college credit. Ranking up to nine places was possible, and the three top choices of the nine possibilities are presented in the table.

Respondents selected classroom management as the greatest need (N=150) for staff development programming when broadcast and non-broadcast types of reception were combined. This was followed by effective use of ITV (142), improving instruction - a team approach (N=138), textbook adoption process and teaching reading in the content areas (N=136 each), applied grammar (N=129), effective teaching techniques (N=117), special education (N=99), and other (N=15). Of the 1,062 choices indicated 657 (62 percent) favored broadcasting as a type of reception.

More interest was shown for a program on teaching reading in the content areas for college credit than for any other topic (N=52). This was followed by programs for effective teaching techniques (N=47), improving instruction - a team approach (N=42), classroom management (N=41), special education (N=25), applied grammar (N=24), effective use of ITV (N=13), the textbook adoption process (N=12), and other (N=8).

One the basis of first, second, and third rankings, classroom management received the highest priority (N=89), followed by teaching reading in the content areas (N=83), effective teaching techniques (n=68), improving instruction - a team approach (N=67), special education (N=28), applied grammar and effective use of ITV (N=25), textbook adoption process (N=13), and other (N=2).

Needs for ITV Support Services

Respondents were asked to rank a group of seven items, a "None" category, and an "Other" category in order of greatest need for assistance in improving the utilization of instructional television. Table 7 shows the results of this request. The support service ranked as the greatest need was inservice workshops-general (N=155), followed by in-service workshop-new programs (N=146); television utilization programs, principals meetings - orientation/utilization, and newsletter (N=127 each); P.T.A. presentation (N=118); classroom visit/consultation (N=101); other (N=9); and none (N=28). No ranking level received the maximum number of selections possible: first place received 184; ninth place, 12. Though data are lacking, the presence of input from all respondent groups can be assumed on the basis of their percentage in the total number of respondents.

Principals Survey for Instructional Television

Table 1 depicts the number and percentage of principals responding to the Principals Survey for Instructional Television. The largest number responding was from Memphis City Schools (N=101); the smallest, from private schools (N=4). A total of 170 (38.81 percent) returned the survey of the 438 included in the sample.

Table 8 shows two items of the survey: (1) whether or not instructional television is used in the schools administered by the principals and (2) the type of instructional television equipment available in the principals' schools. Table 9 depicts the ranking of instructional television by principals on a five-item scale (from Superior Value, five points, to No Value, one point.

Table 7

NEEDS ASSESSMENT - SUPPORT SERVICES

ITV Support Services Identified by Rank Order
by Respondents (N=248)

Support Service	Rank Order 1	2	3	4	5	6	7	8	9	N	Rank
In-Service Workshop - (general)	65	54	15	11	3	6	0	0	1	155	1
In-Service Workshop - (new programs)	64	57	12	7	4	0	1	1	0	146	2
Classroom Visit/Consultation	13	16	27	13	9	21	2	0	0	101	7
Televised Utilization Programs	13	13	31	26	27	13	2	2	0	127	3
P.T.A. Presentation	6	4	9	16	24	31	22	6	0	118	6
Principals Meetings - Orientation/Utilization	10	13	17	19	22	28	17	1	0	127	3
Newsletter	11	8	26	16	22	17	23	3	1	127	3
None	1	2	1	0	0	3	1	18	2	28	8
Other	1	1	0	0	0	2	0	4	8	16	9
Total	184	168	138	108	111	121	68	35	12	945	

Table 8

PRINCIPALS SURVEY

Indication by Principals (N=170) of Use of ITV and Possession of ITV Equipment

Item	Yes	%	No	%	No Response	%	N	%
ITV Used In School	134	78.82	33	19.42	3	1.76	170	100
Equipment								
1/2" R/R Video Recorder	17	10.00	153	90.00	0	0	170	100
3/4" Video Cassette Recorder	33	19.41	137	80.59	0	0	170	100
Color TV	19	11.18	151	88.82	0	0	170	100
B/W TV	162	95.23	8	4.77	0	0	170	100

Table 9

PRINCIPALS SURVEY

Number and Percentage of Principals (N=170) Ranking Instructional Television by Item

Item	N	%
Superior Value	7	4.12
Considerable Value	70	41.18
Moderate Value	45	26.47
Little Value	10	5.88
No Value	1	.59
No Response	37	21.76
Total	170	100.00

Respondents indicated that ITV was used in a majority (N=134) of the schools (N=170) from which the survey was returned. Most of the schools did not have either a 1/2" R/R video recorder, a 3/4" cassette recorder, or a color television set; but all except eight schools had a black and white set.

The principals ranked ITV to be of considerable value as their first choice (N=70, 41.18 percent), followed by moderate value (N=45, or 26.47 percent), little value (N=10 or 5.88 percent), superior value (N=7, or 4.12 percent), and no value (N=1, or 0.59 percent). Thirty-seven principals, or 21.76 percent, did not rank instructional television.

ITV Coordinator Survey

Table 1 shows the number and percentage of school ITV coordinators responding to the ITV Coordinator Survey of Usage of 1979-80 Instructional Television Programs. The largest number responding (N=100) was from Memphis City Schools, followed by West Tennessee schools (N=41), Shelby County Schools (N=17), and the private schools and out-of-state schools (N=3 each). A percentage of 37.44 (or 164 of 438 persons sampled) returned the instrument.

The number and percentage of teachers using ITV programs by grade level are shown in Table 10. Respondents stated that 4,172 teachers, kindergarten through the eighth grade, were using ITV during the current broadcast year. More first-grade teachers (N=793) were users than any other group of teachers, followed by those in the second grade (N=709), third grade (N=662), kindergarten (N=646), fourth grade (N=576), fifth grade (N=377), sixth grade (N=322), seventh grade (N=50), and eighth grade (N=37).

Table 10

SURVEY OF USAGE

Number, Percentage, and Rank of Teachers (N=4,172) Using Instructional Television Programs by Grade Level

Grade Level	N	Percentage of Total Users	Rank
Kindergarten	646	15.48	4
First	793	19.01	1
Second	709	16.99	2
Third	662	15.87	3
Fourth	576	13.82	5
Fifth	377	9.03	6
Sixth	322	7.72	7
Seventh	50	1.19	8
Eighth	37	.89	9
Total	4,172	100.00	

Table 11 shows the number of teachers (N=4,172) by grade level using ITV programs by subject areas. Science programs had the most users (N=1,005) followed by programs involving interdisciplinary subjects (N=641), reading (N=483), social studies (N=458), economics (N=354), affective learning (N=327), music (N=222), mathematics (N=187), literature (N=181), and language arts (N=125). Each of five other subject areas had under 50 users.

Conclusions

From the analysis of the data, several general conclusions have been reached:

1. The percentage of respondents to the 1979-80 instruments (32.26) was larger than the percentage in the 1978-79 survey (25.00).
2. Of all groups surveyed, the group of principals had the largest percentage of response (38.81).
3. The percentage of response from schools outside of Shelby County was significantly below that for Memphis City Schools and Shelby County Schools.
4. The largest school system, Memphis City Schools, had the largest number of respondents for each instrument and the highest percentage of returns on three of the four instruments.

Other conclusions have been reached from data concerning the specific instruments:

Teacher Evaluation of Instructional Television

5. The number of teachers responding diminished significantly after the sixth grade.

Table 11

SURVEY OF USAGE

Number of Teachers (N=4,172) by Grade Level Using ITV Programs by Subject Area

Subject Area	K	1	2	3	4	5	6	7	8	Total	Percent of Grand Total	Rank
Affective Learning	97	93	51	3	29	19	27	3	5	327	7.84	6
Art	0	0	0	23	8	9	4	0	0	44	1.05	11
Career Awareness	0	0	0	0	0	28	7	1	2	38	.91	13
Creative Writing	0	0	0	0	17	9	10	1	2	39	.93	12
Economics	0	0	0	0	0	6	29	2	0	37	.89	14
Handwriting	0	73	37	115	70	36	17	3	3	354	8.49	5
Interdisciplinary	443	150	45	3	0	0	0	0	0	641	15.36	2
Language Arts	0	0	0	67	41	8	6	1	2	125	3.00	10
Literature	5	38	40	6	31	27	23	6	5	181	4.34	9
Math	0	61	57	0	0	28	29	9	3	187	4.48	8
Music	16	61	54	26	44	7	10	1	3	222	5.32	7
Reading	48	114	173	86	47	10	5	0	0	483	11.58	3
Science	14	144	184	276	198	83	90	10	6	1,005	24.09	1
Social Studies	23	52	66	47	84	106	61	13	6	458	10.98	4
Special Education	0	7	2	10	7	1	4	0	0	31	.74	15
Total	646	793	709	662	576	377	322	50	37	4,172	100.00	

6. Respondents were overwhelmingly favorable to all series presently broadcast for ITV.
7. The ten most highly ranked series were scattered throughout several subject areas, science being chosen most frequently (three times).
8. Respondents overwhemingly rated the study guides as being helpful.
9. The ten most highly ranked study guides were scattered throughout five subject areas, science being chosen most frequently (four times).

Needs Assessment Survey

10. Respondents ranked mathematics as the subject most needed for new programming in the basic skills series; art, in the general enrichment series; and astronomy, in the mini-series.
11. Respondents favored classroom management first among several needs to be both broadcast and non-broadcast; applied grammar ranked first to be broadcast only.
12. Reading was favored as the subject chosen to be offered for college credit.
13. Classroom management ranked first among respondents on a priority basis.
14. In-service workshops - either general or new - ranked as the ITV support service most desired by respondents.

Principals Survey for Instructional Television

15. ITV is used extensively in schools reporting and is received mostly through black and white receivers. Other types of ITV equipment are not often found in the schools.

16. Principals ranked the effectiveness of ITV as being somewhere between moderate value and considerable value based on a mean of 3.54 on a five-point scale.

ITV Coordinator Survey of Usage

17. At least 4,172 teachers were involved in using ITV.
18. Significantly greater numbers of teachers used ITV science programs than any other kind of program.

APPENDIX

TV-10 FM 91 WKNO
MEMPHIS COMMUNITY TELEVISION FOUNDATION
Box 80,000, Memphis, Tennessee 38152 (901) 458-2521

TO: Selected Teachers

FROM: Anna Cathryn Ball acb
Coordinator of Instructional Television

SUBJECT: TEACHER EVALUATION OF INSTRUCTIONAL TTELVISION 1979-80

You have been selected to represent the thinking of a broad segment of teachers in the evaluation of instructional television programming in the WKNO/WLJT-TV viewing area.

It is vitally important that you give serious thought to the enclosed survey. Please complete the evaluation form and return it by WEDNESDAY, FEBRUARY 20, 1980.

Forms from teachers in the Memphis City Schools and Shelby County Schools may be returned by Board mail pickup. Others may be returned in the enclosed self-addressed envelope.

Return forms to: ITV Department
WKNO-TV
Memphis State University
Box 80,000
Memphis, TN 38152

Your prompt and thoughtful response will be appreciated.

Enclosure

WKNO·Serving The Mid·South Since 1956
AN EQUAL OPPORTUNITY EMPLOYER

TEACHER EVALUATION
OF
INSTRUCTIONAL TELEVISION (ITV)
1979-80
WKNO/WLJT-TV

PLEASE RESPOND ONLY TO THE SERIES ON THE LEFT WITH WHICH YOU ARE FAMILIAR. UNDER "SERIES EVALUATION", MARK ONE CATEGORY (RETAIN, DROP, OR CONDITIONAL), AND IN ADDITION, THE REASON FOR YOUR SELECTION. UNDER "STUDY GUIDE EVALUATION", MARK THE SUBCATEGORY CORRESPONDING TO YOUR OPINION OF THE GUIDE.

			SERIES EVALUATION											STUDY GUIDE EVALUATION		
Subject	Level	Series	RETAIN/MEETS NEEDS	a.Priority Topic and Effective	b.Not Priority Topic but Effective	c.Out-of-Date but Effective	DROP/DOES NOT MEET NEEDS	a.Priority Topic but Not Effective	b.Not Priority Topic; Not Effective	c.Out-of-Date and Not Effective	CONDITIONAL/GOOD BUT CAN'T USE	a.Schedule Conflict	b.TV Set Not Available	Helpful	Not Helpful	Did not receive a Study Guide
AFFECTIVE LEARNING	K-1	Ripples														
	1-2	Our End of The Attic														
	4-5	Inside/Out														
	6-8	Self, Inc.														
ART	1-2	Our End of The Attic														
	3-4	Collage														
	5	Impressions														
	6	Image and Things														
CAREER AWARENESS	5-6	Bread and Butterflies														
CREATIVE WRITING	4-6	Zebra Wings														
ECONOMICS	5-7	Trade-Offs														
HAND-WRITING	1	Manuscript Writing														
	3	Ready to Write/Writing Right														
	3-4	Wise Write's Workshop														
	5-6	Cursive Writing														

TEACHER EVALUATION (CONT.)

Subject	Level	Series	SERIES EVALUATION												STUDY GUIDE EVALUATION		
			RETAIN/MEETS NEEDS	a.Priority Topic and Effective	b.Not Priority Topic -but Effective-	c.Out-of-Date but Effective	DROP/DOES NOT MEET NEEDS	a.Priority Topic but Not Effective	b.Not Priority Topic; Not Effective	c.Out-of-Date and Not Effective	CONDITIONAL/GOOD BUT CAN'T USE	a.Schedule Conflict	b.TV Set Not Available	Helpful	Not Helpful	Did not receive a Study Guide
INTER-DISCI-PLINARY	Pre-	Sesame Street															
	K	Hot Stuff															
	1-2	Our End of the Attic															
LANGUAGE ARTS	K-6	Rainbow's End															
	3	The Magic Shop															
	3-4+	*The Write Channel															
LITERA-TURE	1-2	Magic Pages															
	4-8+	Once Upon A Classic															
MATH	1	Numbers Roundup															
	2	Rainbow of Fun															
	5-8	Measure-Metric															
MUSIC	1	The Playground															
	2	The Playground															
	3	Funplace															
	4	Funplace															
	4-6	Music...Is															
	5-6	Opening															

* New '79-80

TEACHER EVALUATION (CONT.)

Subject	Level	Series	SERIES EVALUATION: RETAIN/MEETS NEEDS	a. Priority Topic and Effective	b. Not Priority Topic but Effective	c. Out-of-Date but Effective	DROP/DOES NOT MEET NEEDS	a. Priority Topic but Not Effective	b. Not Priority Topic; Not Effective	c. Out-of-Date and Not Effective	CONDITIONAL/GOOD BUT CAN'T USE	a. Schedule Conflict	b. TV Set Not Available	STUDY GUIDE EVALUATION: Helpful	Not Helpful	Did not receive a Study Guide
READING	1-2	Letter People														
	2-4	The Electric Company														
SCIENCE	1-6	Things & Stuff														
	1-2	Backyard Science														
	3	The Science Corner														
	4	Wondering W/ Science														
	5	Ecologs, Inc.														
	6	S.B.I.														
	7	Life Science														
SOCIAL STUDIES	1-2	*Follow Me														
	3-4	Look Around														
	4-6+	Finding Our Way														
	5-6	Look Around														
	5-7	The Tenn. Story														
SPECIAL EDUCATION	K-6	*Rainbow's End														

COMMENTS:

TV-10 FM 91 WKNO
MEMPHIS COMMUNITY TELEVISION FOUNDATION
Box 80,000, Memphis, Tennessee 38152 (901) 458-2521

TO: Principals

FROM: Anna Cathryn Ball
Coordinator of Instructional Television

SUBJECT: SURVEY FOR INSTRUCTIONAL TELEVISION 1979-80

Your cooperation is needed to assist the staff at WKNO-TV in their continuing efforts to provide the best possible service to you through instructional television in the WKNO/WLJT-TV viewing area.

Please complete the Principals Survey for Instructional Television form and return it by WEDNESDAY, FEBRUARY 20 1980.

Also enclosed are forms to be handled by your ITV Coordinator. Please see that those forms are completed and returned.

Forms being returned from Memphis City Schools and Shelby County Schools may be returned by Board mail pickup. Others may be returned in the enclosed self-addressed envelope.

Return forms to: ITV Department
WKNO-TV
Memphis State University
Box 80,000
Memphis, TN 38152

Your prompt and thoughtful response will be appreciated.

Enclosure

WKNO-Serving The Mid-South Since 1956
AN EQUAL OPPORTUNITY EMPLOYER

PRINCIPALS
SURVEY FOR INSTRUCTIONAL TELEVISION (ITV)
WKNO/WLJT-TV
1979-80

1. Instructional television IS used in this school _____
   a. Approximate number of teachers making some use of ITV _____
   b. Principal's rating of the effectiveness of ITV's use as an instructional resource:

   ____superior value
   ____considerable value
   ____moderate value
   ____little value
   ____no value

2. Instructional television IS NOT used in this school ____
   Reasons:_____
   _____

Please furnish WKNO-TV with the following information EVEN IF instructional television is NOT being used in the school:

3. School System_____
4. County_____
5. School_____
6. Principal_____
7. School ITV Coordinator_____
8. Total Number of Teachers_____
9. Total Number of Students_____
10. Grade Levels in School_____

11. Survey of Enrollment and Staff:

Grade	No. of Teachers	No. of Students	Grade	No. of Teachers	No. of Students	Grade	No. of Teachers	No. of Students
K	____	____	4	____	____	8	____	____
1	____	____	5	____	____	Special Ed.(Specify types)		
2	____	____	6	____	____	_____	_____	____
3	____	____	7	____	____	_____	_____	____

12. Survey of School Schedule:

Opening Time _____
Closing Time _____
Beginning Lunch Time _____
Ending Lunch Time _____

13. Survey of Regular Whole-Class Activities outside the Homeroom (Check all appropriate spaces):

Library _____
Physical Ed._____
Art _____
Music _____
Other (Specify):_____
Other (Specify):_____

14. Survey of Currently Available Television Equipment:
   a. Number of working TV sets _____
   b. Number of color TV sets _____
   c. Number of video recorders/players_____
      Kind: 1/2" reel-to-reel _____
      3/4" cassette _____
      Other (Specify):_____ _____

PRINCIPALS (CONT.)

15. Survey of Plans for Purchasing Television Equipment:

	Number
a. Plan to purchase black and white TV sets	_____
b. Plan to purchase color TV sets	_____
c. Plan to purchase video recorder/player	_____
Kind: 1/2" reel-to-reel	____
3/4" cassette	____
Other (Specify): _____	____

COMMENTS:

_____

_____

_____

TV-10 FM 91 WKNO
MEMPHIS COMMUNITY TELEVISION FOUNDATION
Box 80,000, Memphis, Tennessee 38152 (901) 458-2521

TO: ITV Coordinators

FROM: Anna Cathryn Ball
Coordinator of Instructional Television

SUBJECT: SURVEY OF USAGE OF 1979-80 ITV PROGRAMS

Your cooperation is requested to assist the staff at WKNO-TV in their continuing efforts to provide the best in instructional television programming for the WKNO/WLJT-TV viewing area.

As the ITV coordinator in your school, you are being asked to survey all teachers in your school to determine how many of them are using the various instructional television programs currently being broadcast.

For your convenience, programs are grouped with appropriate overlapping by the grade levels where they are most likely to be used. If teachers are using additional programs from other grade levels, please write in the names of the programs in the blanks beside "Other", under the grade being surveyed.

Please complete the Survey of Usage and return it by WEDNESDAY, FEBRUARY 20, 1980.

Some of your staff may be randomly selected to fill out a Teacher Evaluation form or a Needs Assessment survey. If so, these will arrive in separate envelopes addressed to you and the grade level selected for the survey. When these arrive, please give them to a teacher in the designated grade level - preferably a teacher who is the most acquainted with instructional television. Make a note for yourself of the teacher/s to whom you gave the forms and follow-up to be sure that the form is returned.

Forms from ITV Coordinators in the Memphis City Schools and Shelby County Schools may be returned by Board mail pickup. Others may be returned in the enclosed self-addressed envelope.

Return forms to: ITV Department
WKNO-TV
Memphis State University
Box 80,000
Memphis, TN 38152

Your prompt and thoughtful response will be appreciated.

Enclosure

_____ ITV COORDINATOR
School SURVEY OF USAGE OF WKNO/WLJT-TV
1979-80 INSTURCTIONAL TELEVISION PROGRAMS

No. of Teachers in School _____ No. of Teachers Surveyed _____

	No. of Teachers Using
Kindergarten:	
Follow Me	_____
Hot Stuff	_____
Letter People	_____
Magic Pages	_____
Our End of Attic	_____
Playground 1	_____
Rainbow's End	_____
Ripples	_____
Sesame Street	_____
Things & Stuff	_____
Other:_____	_____
_____	_____
Grade 1:	
Backyard Science	_____
Follow Me	_____
Hot Stuff	_____
Letter People	_____
Magic Pages	_____
Manuscript Writing	_____
Numbers Roundup	_____
Our End of Attic	_____
Playground 1	_____
Rainbow's End	_____
Ripples	_____
Sesame Street	_____
Things & Stuff	_____
Other:_____	_____
_____	_____
Grade 2:	
Backyard Science	_____
Electric Company	_____
Follow Me	_____
Letter People	_____
Magic Pages	_____
Manuscript Writing	_____
Our End of Attic	_____
Playground 2	_____
Rainbow's End	_____
Rainbow of Fun (Math)	_____
Ripples	_____
Sesame Street	_____
Things & Stuff	_____
Other:_____	_____
_____	_____

	No. of Teachers Using
Grade 3:	
Collage	_____
Electric Company	_____
Funplace 3	_____
Look Around 3,4	_____
Magic Pages	_____
Magic Shop	_____
Rainbow's End	_____
Ready to Write/Writing Right	_____
Science Corner	_____
Things & Stuff	_____
Wise Write's Workshop	_____
Write Channel	_____
Other: _____	_____
_____	_____
Grade 4:	
Collage	_____
Electric Company	_____
Finding Our Way	_____
Funplace 4	_____
Inside/Out	_____
Look Around 3,4	_____
Magic Shop	_____
Music...Is	_____
Once Upon A Classic	_____
Rainbow's End	_____
Ready to Write/Writing Right	_____
Things & Stuff	_____
Wise Write's Workshop	_____
Wondering With Science	_____
Write Channel	_____
Zebra Wings	_____
Other:_____	_____
_____	_____
Grade 5:	
Bread & Butterflies	_____
Cursive Writing	_____
Ecologs, Inc.	_____
Electric Company	_____
Finding Our Way	_____
Impressions	_____
Inside/Out	_____
Look Around 5,6	_____
MeasureMetric	_____
Music...Is	_____

ITV COORDINATOR SURVEY OF USAGE (CONT.)

	No. of Teachers Using
Grade 5: (Cont.)	
Once Upon A Classic	_____
Opening	_____
Rainbow's End	_____
Tennessee Story	_____
Things & Stuff	_____
Trade-Offs	_____
Write Channel	_____
Zebra Wings	_____
Other:_____	_____
_____	_____
Grade 6:	
Bread & Butterflies	_____
Cursive Writing	_____
Electric Company	_____
Finding Our Way	_____
Images & Things	_____
Look Around 5,6	_____
MeasureMetric	_____
Music...Is	_____
Once Upon A Classic	_____
Opening	_____
Rainbow's End	_____
S.B.I.	_____
Self, Inc.	_____
Tennessee Story	_____
Things & Stuff	_____
Trade-Offs	_____
Write Channel	_____
Zebra Wings	_____
Other:_____	_____
_____	_____
*Grade 7:	
Bread & Butterflies	_____
Cursive Writing	_____
Finding Our Way	_____
Life Science	_____
MeasureMetric	_____
Music...Is	_____
Once Upon A Classic	_____
Self, Inc.	_____
Tennessee Story	_____
Trade-Offs	_____
Write Channel	_____
Zebra Wings	_____
Other:_____	_____
_____	_____

	No. of Teachers Using
*Grade 8:	
Bread & Butterflies	_____
Cursive Writing	_____
Finding Our Way	_____
Life Science	_____
MeasureMetric	_____
Music...Is	_____
Once Upon A Classic	_____
Self, Inc.	_____
Tennessee Story	_____
Trade-Offs	_____
Write Channel	_____
Zebra Wings	_____
Other:_____	_____
_____	_____

*Same teacher should be counted in both Grade 7 and 8 if using an ITV series with both 7th and 8th grade classes.

TV-10 FM 91 WKNO
MEMPHIS COMMUNITY TELEVISION FOUNDATION
Box 80,000, Memphis, Tennessee 38152 (901) 458-2521

TO: Selected Educators

FROM: Anna Cathryn Ball
Coordinator of Instructional Television

SUBJECT: INSTRUCTIONAL TELEVISION NEEDS ASSESSMENT SURVEY 1979-80

You have been selected to represent the thinking of a broad segment of educators in assessing the needs of instructional television in the WKNO/WLJT-TV viewing area.

It is vitally important that you give serious thought to the enclosed survey. Please complete the assessment form and return it by WEDNESDAY, FEBRUARY 20, 1980.

Forms from educators in the Memphis City Schools and Shelby County Schools may be returned by Board mail pickup. Others may be returned in the enclosed self-addressed envelope.

Return forms to: ITV Department
WKNO-TV
Memphis State University
Box 80,000
Memphis, TN 38152

Your prompt and thoughtful response will be appreciated.

Enclosure

APPROVED: Callie L. Stevens

Callie L. Stevens
Assistant Superintendent
Curriculum and Instruction
Memphis City Schools

NEEDS ASSESSMENT SURVEY
WKNO/WLJT-ITV
1979-80

I. NEEDS FOR NEW INSTRUCTIONAL TELEVISION PROGRAMMING - Number in order of preference under each heading. Write in specific topic and grade needed.

Priority Ranking		Grade
	A. BASIC SKILLS SERIES	
_____	1. Grammar (Topic: _____)	_____
_____	2. Math (Topic: _____)	_____
_____	3. Reading (Topic: _____)	_____
_____	4. Reasoning Skills	_____
_____	5. Social Studies Skills	_____
_____	6. Spelling	_____
_____	7. Other (Topic: _____)	_____
	B. GENERAL/ENRICHMENT SERIES	
_____	1. Art (Topic: _____)	_____
_____	2. Guidance (Topic: _____)	_____
_____	3. Health (Topic: _____)	_____
_____	4. Language Arts (Topic: _____)	_____
_____	5. Music (Topic: _____)	_____
_____	6. Reading (Topic: _____)	_____
_____	7. Safety (Topic: _____)	_____
_____	8. Social Studies (Topic: _____)	_____
_____	9. Special Ed. (Topic: _____)	_____
_____	10. Other (Topic: _____)	_____
	C. MINI-SERIES (for classroom unit development)	
_____	1. Astronomy	_____
_____	2. Archaeology	_____
_____	3. Aerospace	_____
_____	4. Life of a River	_____
_____	5. Other (Topic: _____)	_____

II. NEEDS FOR STAFF DEVELOPMENT PROGRAMMING
Number in order of preference.
Check the method of reception preferred - "Broadcast" or "Non-Broadcast" (i.e., on television or in workshops or faculty meetings). Check "College Credit" if interested in the topic as a telecourse.

Topic	Broadcast	Non-Broadcast	College Credit	Priority Ranking
1. Improving Instruction - A Team Approach				
2. Effective Use of ITV.				
3. The Textbook Adoption Process				
4. Teaching Reading in the Content Areas				
5. Effective Teaching Techniques in (Topic:)				
6. Special Educ. (Topic:)				
7. Positive Classroom Management				
8. Applied Grammar				
9. Other (Topic:)				

III. NEEDS FOR ITV SUPPORT SERVICES - Rank in order of greatest need for assistance in improving utilization of instructional television.

	Priority Ranking
1. In-Service Workshop-general	_____
2. In-Service Workshop-new programs	_____
CHECK THE TYPE OF DELIVERY PREFERRED FOR WORKSHOPS:	
____local school; after hours	
____central location; after school	
____Saturday conference	
3. Classroom Visit/Consultation	_____
4. Televised Utilization Programs	_____
5. P.T.A. Presentation	_____
6. Principals Meetings-Orientation/Utilization	_____
7. Newsletter	_____
8. None	_____
9. Other (Specify:)	_____

IV. OTHER NEEDS (COMMENTS)

MEMPHIS COMMUNITY TELEVISION FOUNDATION
Box 80,000, Memphis, Tennessee 38152 (901) 458-2521

TO: PRINCIPAL/ITV COORDINATOR

FR: Anna Cathryn Ball
ITV Coordinator

RE: Survey for Instructional Television
WKNO/WLJT-TV, 1979-80

Hopefully you have received, by now, forms requesting your input for an evaluation of WKNO/WLJT-TV's 1979-80 instructional television programming and for further services you feel are needed to meet your needs.

Even though your teachers may not be using the currently available programming, it is most important that you provide us with the information requested on the PRINCIPAL SURVEY and the NEEDS ASSESSMENT SURVEY. With this information we may be able to resolve whatever problems you are having that prevent your use of instructional television as a teaching tool.

The forms listed below have not yet been returned and are urgently needed. If they have not been sent, please see that they are completed and returned by FRIDAY, MARCH 7, 1980. If you need duplicate copies of any of these forms, please call me at (901) 458-2521. Thank you for your assistance.

SURVEYS NOT RECEIVED

_____ PRINCIPALS - SURVEY FOR ITV
_____ ITV COORDINATOR-SURVEY OF USAGE
_____ TEACHER EVALUATION OF ITV

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

_____ NEEDS ASSESSMENT SURVEY

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

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AN EQUAL OPPORTUNITY EMPLOYER

Books And Television: A Complementary Relationship

BY GENE F. JANKOWSKI